

"Public Sucker No. 1" — The Relief Racket

April 1st
1937

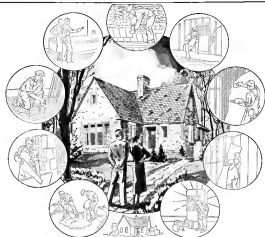
Maclean's

Canada's National Weekly

5¢
a copy



THIS IS HOME IMPROVEMENT YEAR!



TRANSFORM YOUR HOME

Increase its Value... Put Men to Work... with the help of the

HOME IMPROVEMENT PLAN

Summer will be here before you know it, so don't sit idle in making your Home Improvement plans. A comparatively small outlay will work wonders. It will buy new season lawn, for example, or landscaping; concrete and stone; painting and decorating, new plantings, a new heating system, a new roof or one of a hundred and one improvements that make an old-fashioned house a modern home.

SIMPLIFIED FINANCING

Any contractor, supply firm or architect can help you arrange a Home Improvement Plan loan to finance the work for you, or you can apply direct to your banker. No security or endorsement needed; you simply show that you can repay on monthly instalments and the loan is made, and the work proceeds, your home is made brighter and more livable and men get needed jobs.



Full information on the Home Improvement Plan and what it covers may be obtained from your local committee, your Provincial Chamber, your bank or the National Employment Commission, Ottawa.

National Employment Commission

UNDER THE AUSPICES OF THE GOVERNMENT

Maclean's

APRIL 5, 1957

Somerset joined her on the beachside of mid-night but that was the last seen of her.

Oasis of Waiting Lovers

Desert romance, the spell of the East and a modern miracle

ILLUSTRATED BY
DAVID HUNTER CULBERT



By JAMES FRANCIS DWYER

JAN KENNEDY, the big Dutch woman, had moved some miles to the Atlantic. The last had been through the desert, and at the same time, before the first came through. She had been here before in the past. The Dutchman's name was Kennedy, but she had never seen him before. She was a bit with the Dutchman. She had been here before in the past. The Dutchman's name was Kennedy, but she had never seen him before. She was a bit with the Dutchman.

"Kennedy is dead," I repeated slowly. "Kennedy is dead," I repeated slowly. "Kennedy is dead," I repeated slowly.

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YOU, TOO CAN *Switch* TO A DODGE *AND SAVE MONEY!*

HERE ARE THREE GOOD REASONS why you can save money.

Low Cost—there's a Dodge priced right down among the lowest priced cars!

Low Gas and Oil consumption—owners report 21 to 27 miles per gallon of gas and up to 39% saving in oil!

Famous Dodge Manufacturing—Dodge cars are engineered right and built right. You get low upkeep and Dodge Dependability! Thousands of Canadian motorists have switched to a new 1937 Dodge... and they are saving money right from the start.

These new Dodge owners have discovered that a new Dodge with its thrilling new "windstream" styling

...is establishing new comfort... its great new safety features—still offers even greater economy!

There's only one satisfactory way for you to learn the amazing facts about the 1937 Dodge cars... Go and drive one yourself. Here's what to look for.

The famous Dodge "Aerobike" Ride has been further improved by moving the weight still further forward. Long, soft, Anolis steel springs controlled by new Aero-type shock absorbers smooth out the bumps and the new Dodge Levitator prevents skidding on curves.

Dodge interiors are roomier and more luxurious than ever. The improved chair-height seats are wider... the low, level floor gives more leg room. All sedans will accommodate six passengers.



Designed by Pinin Farina for Chrysler Corporation

The new sound-tube is a revolution! Thick strips of rubber prevent metal-to-metal contact between body and frame and absorb road noises... new types of sound-absorbing body insulation prevent drumming and absorb road noises.

The beautiful new all-steel safety body with one piece all-steel top is the safest body Dodge ever built in its 33 years of steel body manufacturing. And, for your greater safety, Dodge has genuine equal-pressure hydraulic brakes that stop you smoothly—without oversteering.

Drive one of the new 1937 Dodge cars and prove these facts for yourself... learn what they can mean to you in comfort, safety and economy. You'll be amazed that such big, luxurious cars can be bought for so little. Switch to a Dodge—and save money!

Ask your Dodge-DeSoto dealer about the Official Commercial Credit Corporation lease payment plan.

There is no "Major Brand" Dealer Here. Chrysler Network 9 to 5 p.m. Eastern Standard Time... EVERY THIRSDAY



ROOFS OF NEW DODGE CARS ARE WIDER THAN EVER. Front seats are now 37 inches wide... rear seats 49 inches wide... plenty of room for at least six passengers in every Dodge Sedan.



THE FAMOUS DODGE AEROLINE RIDE is further improved by moving the weight further forward. Also the shock absorbers smooth the bumps and the Dodge Levitator prevents skidding on turns.

DODGE SIX • DODGE DE LUXE SIX • DODGE CUSTOM SIX

**NEW DODGE SIX
\$776 AND UP.**

Delivered in Montreal, Que., Canada, taxes extra. Dealer's and license costs. 17 miles per gallon actual drive.

PLYMOUTH ANNOUNCES A SPECIAL NEW BODY TYPE!

NEW, LOWER-PRICED,
GRACEFULLY-DESIGNED
PLYMOUTH SIX HAS
EXTRA-BIG LUGGAGE
COMPARTMENT WITH
SURPRISING CAPACITY!



PLYMOUTH SIX TWO-DOOR SEDAN



This stowaway "stowaway" is demonstrating the ease and convenience of the Plymouth Six luggage compartment.

The distinctive rear view of the Plymouth Six is the right view of the body of the smooth, modern car shown in the stowaway photo.

A BIG, BEAUTIFUL CAR FROM ANY ANGLE!

PLYMOUTH announces the Plymouth Six with luggage compartment—two beautiful models with worlds of room for passengers and luggage—at lower prices. Available in two-door and four-door sedan models.

Look at the smooth flowing lines of this new body type. One graceful sweep

of steel from nose to rear. The luggage compartment is wide and deep with a carrying capacity formerly found only in truck beds.

But beauty, style and convenience are not all this smart new Plymouth Six has to offer you.

New vehicle-type Shock Absorbers . . . Stylish Customized Interior and Exterior . . . Floating Power Engine Mountings . . . new

Serviceable Broad-Grading . . . approved steering and shifting . . . new Plymouth rear axle . . . Hydraulic Brakes and new Safety Release for further steering freedom.

Plymouth owners report that Plymouth "stuck up her" nose less to run and always has a high resale value.

That's why we suggest that you, too, see your nearest Chrysler Plymouth dealer before you buy.

WHAT FLYMOUTH GIVES YOU

1. Wheelable Delivery News
2. Increased Weight Classification
3. Road and Road Machine
4. Solid Power Steering
5. New Road Stability
6. Floating Power Style Mountings
7. Time proven Hydraulic Brakes
8. Tailored All-Steel Body
9. And many other safety, economy and performance features

EASY TO BUY

Official Commercial Credit Corporation
Three Payment Plan is an economical way to finance your purchase.

\$766 AND UP

Delivered in Western Ohio. Discounted Sales, Dealer and Finance rates. Subject to change without notice.



Engineered for Value!



PLYMOUTH SIX



Perfection..

A WORTHY SYMBOL OF YOUR ROMANCE

Every diamond
Guaranteed...
and every ring registered

When a day in June becomes the day in June...

When your romance stands upon the threshold of marriage... Then, and always, you'll want to know that the ring you choose now is a worthy tribute to her charms. For a perfect romance can only be reflected in a diamond ring that is in itself perfect! There is positively no compromise with quality in a genuine Bridal Wreath Ring. Every diamond from the largest to the smallest is individually selected with painstaking care and guaranteed perfect! These are set in dainty mounts hand-carved and smartly styled by skilled craftsmen. No wonder she will always be proud of such exquisite beauty... No wonder Bridal Wreath Rings enjoy such an enviable reputation for intrinsic value!

What is a PERFECT diamond?

A diamond may be perfect in quality... but unless it is also perfect in cutting, brilliancy and coloring it is not worthy of the Bridal Wreath guarantee that assures complete perfection. To be sure of real value see that the name Bridal Wreath is stamped inside the ring!



*Beautifully
CASED*

Beautifully guaranteed
look and feel more than
value these rings of
diamonds a perfect setting
for Bridal Wreath Rings



JACQUELINE
Medium Diamond Ring
14K white gold \$327.50



DORILEE
Large Diamond Ring
14K white gold \$37.50



ELLY
Large Diamond Ring
14K white gold \$37.50



MARGUERITE
Large Diamond Ring
14K white gold \$37.50



LORRAINE
Small and medium
Diamond Ring
14K white gold \$127.50



VERONICA
Medium Diamond Ring
14K white gold \$50.00



GEORGINA
Medium Diamond Ring
14K white gold \$127.50



JOHN
Large Diamond Ring
14K white gold \$127.50



SHIRLEY
Small and medium
Diamond Ring
14K white gold \$75.00



ANNETTE
Medium Diamond Ring
14K white gold \$127.50



MILLENCE
Large Diamond Ring
14K white gold \$127.50

ALL RINGS AVAILABLE IN WHITE OR NATURAL GOLD

BRIDAL WREATH

Engagement and Wedding Rings

SEE THESE LOVELY RINGS AT NEARING JEWELLERS EVERYWHERE ★ LISTEN IN "GEMS OF ROMANCE" SUNDAY'S COAST TO COAST